

march

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PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

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TO: Adrian Marrullier**DATE:** March 19, 1993**FROM:** Stephen Piskor**SUBJECT:** POSSIBLE PRICE PROMOTION OPTIONS

Adrian, please review a listing of possible price promotion options which we could use on a tactical basis to cover, field force needs, management requests or competitive initiatives.

PRODUCED

<u>ITEM</u> <u>DESCR.</u>	<u>QUANTITY</u> <u>PRODUCED</u>	<u>QUANTITY</u> <u>ORDERED</u>	<u>QUANTITY</u> <u>REMAINING</u>	<u>UNITS</u>	<u>LEAD</u> <u>TIME</u>	<u>BUDGET</u> <u>TOTAL REM.</u>
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PROPOSED

<u>ITEM/DESC.</u>	<u>LEAD TIME</u> <u>REQUIRED</u>	<u>DIST. ASSEM.</u> <u>LEAD TIME</u>	<u>QUANTITIES</u>	<u>BUDGET</u> <u>NEEDED</u>	<u>UNITS</u>
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This sheet should be comprehensive, with the goal being to have enough "turn-key" promotions to support the above objectives in addition, I would like it updated on a monthly basis.

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